



FOR IMMEDIATE RELEASE

Contact:

Karen Edwards

karen@maudborup.com

651.260.8062

Tree Top® and Maud Borup Inc.™ Partner on Exclusive U.S. Agreement for Premium Hot Apple Cider Drink Mixes

Wal-Mart® Carrying Tree Top Cider Mixes Nationwide

(Minneapolis, MN) October 15, 2014 – Maud Borup Inc. and Tree Top today announce an agreement giving Maud Borup the exclusive rights to package and distribute various flavors of Tree Top hot apple cider instant drink mixes in the United States, including Hawaii & Alaska.

Initial product roll-out includes three items in the following fruit flavors: original apple, cranberry apple, and blueberry apple. Each box contains six individual pouch servings of caffeine-free cider drink mix packed with natural flavors and 150% of the daily value of vitamin C.

Wal-Mart will sell each of the three flavors as an everyday item in the warm beverage aisle in stores across the United States starting in October 2014.

“Maud Borup was founded on the same values as Tree Top, with a commitment to quality, integrity, and putting the customer first,” comments Bryce Godfrey, Director of Business Development, Tree Top. “We’re excited to partner with Maud Borup on the new line of Tree Top hot cider mixes.”

“Tree Top is unquestionably a trusted brand known for delicious, high quality products,” notes Christine Lantinen, president, Maud Borup. “The Tree Top cider mix assortment is a perfect fit for retailers looking for a premium hot instant beverage that is not only tasty but full of vitamin C.”

Retailers can contact Maud Borup for more information about immediate shipment of the new Tree Top hot cider mixes for fall, holiday or as an everyday item.

About Maud Borup Inc.

Maud Borup is a privately-held, woman-owned, Minnesota-based wholesale confections company specializing in gourmet candy, savory snacks, creative baking kits, beverage mixes, and seasonal food gifts that whisk you back to memories of Grandma’s favorite recipes and Mom’s special treats. Maud Borup designs and manufactures licensed, branded, and private-label products supported by an in-house design and merchandising team with over 40 years in the specialty food gift industry. Maud Borup supplies mass and specialty retailers as well as grocery, club and drug stores with every day and seasonal assortments designed to fit their store needs and customer preferences.

In 2011, Maud Borup announced **eco eggs**®, an environmentally-friendly division producing the first 100% renewable, biodegradable, BPA-free plastic Easter eggs made in the USA from plants. In 2012, Maud Borup added to its line of eco-friendly products with **eco grass**®, made from 100% recycled and recyclable crinkle-cut paper in three colors. Maud Borup and **eco eggs** were founded on business practices that respect employees, the environment, and the earth. Visit www.maudborup.com and www.ecoeggs.com.

About Tree Top

Since 1960, the Tree Top® cooperative has been delivering products and ingredients that reflect the company's passion, attention to quality and craftsmanship. Located in Selah, in the heart of Washington's apple country, Tree Top is a global business firmly rooted in the co-op's small town heritage and rural values. With more than 1,000 grower-owners, Tree Top produces wholesome products including top-quality juices, sauces and premium ingredients. Tree Top and its growers are committed to growing, producing and innovating world-class fruit products. Our products and expertise, people and practices are the qualities that take us beyond the ordinary...*beyond good*. For more information, visit www.treetop.com.

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